

## CLAIM OR CLAIMS

1. A product package with a removable display panel comprising:
  - a) a sealable package sized to encompass a product, the package having a flat side with an interior surface and an exterior surface;
  - b) a slide panel disposed against the exterior surface of the flat side, the slide panel having an end tethered to the exterior surface and a free end and the slide panel being slidable along an axis of the package in a plane parallel to the plane of the flat side between a first position laying within the foot print of the flat side and a second position exposing a portion of the slide panel out from the foot print of the flat side; and
  - c) the slide panel having a line of weakness extending in a direction transverse the axis of the package, the portion of the slide between the line of weakness and a free edge of the slide panel comprising a removable portion and the line of weakness facilitating the separation of the removable portion of the slide panel from the flat side.
2. A product package as in Claim 1, wherein the slide panel is slidably disposed between the exterior surface and a major panel adhered to the exterior surface.
3. A product package as in Claim 2, wherein the major panel has a footprint generally consistent with the size and shape of the flat side and comprises an exterior surface of the package.
4. A product package as in Claim 2, wherein the major panel has a pair of parallel cuts extending inward from a lower edge to a transverse fold line and the slide panel is foldably connected to the portion of the major panel between the cut lines at the lower edge.
5. A produce package as in Claim 4, wherein the slide panel is narrower than the width of the major panel and wider than the distance between the two parallel cuts.
6. A product package as in Claim 5, wherein the major panel between the cuts has three transverse fold lines allowing a section of the major panel to buckle

outwardly upon the movement of the slide panel from the first position to the second position.

7. A product package as in Claim 6, wherein the major panel between the cuts extending from the lower edge to one of the three transverse fold lines most adjacent the lower edge is adhered to the slide panel.

8. A product package as in Claim 1, wherein the removable portion of the slide pane contains indicia representing one of a recipe, coupon or collectable.

9. A product package as in Claim 1, including a file tab on the free end of the slide panel.

10. A product package as in Claim 1, wherein the slide panel is slidably disposed between the exterior surface and a major panel adhered to the exterior surface, the major panel having a footprint substantially consistent with the size and shape of the flat side and the major panel comprising an external surface of the product package.

11. A product package with a removable display panel comprising:

- a) a sealable package sized to encompass a product, the package having a flat side with an inner and an outer surface;

- b) an external panel defining at least a portion of the exterior surface of the container fixed to the flat side, the external panel having top and bottom transverse edges and a free section that is movable from the plane of the external panel, the free section being oriented along a package axis and extending from the bottom edge of the external panel to a first transverse fold line adjacent the top edge;

- c) a slide panel disposed between the external panel and the flat side, the slide panel having a footprint narrower than the external panel and wider than the free section, and the slide panel having a bottom end foldably connected to the free section along a bottom edge of the free section;

- d) the slide panel being slidable from between the external panel and the flat side in the direction of the axis of the package from a first position within the

foot print of the external panel to a second position exposing a portion of the slide panel out from the foot print of the external panel; and

e) the slide panel having a line of weakness extending in a direction transverse the axis of the package, the portion of the slide between the line of weakness and a free edge of the slide panel comprising a removable portion and the line of weakness facilitating the separation of the removable portion of the slide panel from the flat side.

12. A product package as in Claim 11, wherein the free section has second and third transverse fold lines each parallel to the first transverse fold line, the second fold line being equal distant from each of the first and third fold lines.

13. A product package as in Claim 12, wherein the free section between the bottom edge of the free section and the third fold line is adhered to the slide panel.

14. A product package as in Claim 13, wherein the free section is foldable along the three transverse fold lines in a direction outward from the plane of the external panel responsive to the slide panel moving to the second position.

15. A product package as in Claim 11, wherein the slide panel has an upper end and a file tab extending from the upper end.

16. A product package as in Claim 11, wherein the removable portion of the slide panel includes indicia representing one of a recipe, coupon or collectable.

17. A product package as in Claim 11, wherein the slide panel has a second line of weakness extending in a direction transverse the axis of the package defining a second removable portion and the second line of weakness facilitating the separation of the second removable portion of the slide panel from the flat side.

18. A blank for a paperboard container having a removable display portion comprising:

a) a first portion cut and scored with orthogonal fold lines to define panels that are foldable to form a rectangular carton having a front, back, opposite sides, a top and a bottom;

b) a second portion including a major panel connected to the first portion along a fold line that corresponds to a side edge of the carton and a minor panel connected to the major panel along a transverse fold line that corresponds to a first bottom edge of the carton, the major panel being of a size generally consistent with the footprint of the front and back of the carton and the minor panel being narrower than the footprint of the front and back of the carton;

c) the major panel including two cuts extending inward from the transverse fold line and parallel to the fold line corresponding to a side edge of the carton, the cuts terminating in a second transverse fold line; and

d) the minor panel having at least one transverse line of perforations extending generally parallel to the fold line corresponding to the first bottom edge.

18. A blank as in Claim 18 wherein the width of the minor panel is greater than the distance between the two parallel cuts.